IN THE CLAIMS

Prior to continued examination, please enter the following amendments:

(Currently amended) 1. A method of processing a purchase transaction on a retail terminal, comprising the steps of:

acquiring purchase transaction data [[by]] with a [[the]] retail terminal as a result of the purchase transaction performed on the retail terminal;

formatting the acquired purchase transaction data into a digital purchase transaction record via the retail terminal;

enabling a person at the retail terminal to use the retail terminal to selectively identify purchase transaction datum for omission from a digital receipt;

selectively omitting the identified purchase transaction datum from the acquired purchase transaction data in the digital purchase transaction record via the retail terminal to generate a personalized digital purchase transaction receipt; and

forwarding the personalized digital purchase transaction receipt by the retail terminal over a network that is in communication with the retail terminal to a device associated with the party the person who identified the purchase transaction data for omission selectively omitting purchase transaction datum that is identified from the acquired purchase transaction data.

Claims 2 and 3 (Canceled).

(Currently amended) 4. The method of claim 1, further comprising the step of:

identifying [[a]] the device to which the personalized digital purchase transaction receipt is forwarded with data from the purchase transaction datum [[that]] identified by the person who selectively identified the omitted purchase transaction data corresponds to a consumer who tendered payment through the retail terminal during the purchase transaction.

(Previously presented) 5. The method of claim 1, further comprising the step of:

generating a human readable hard copy of the personalized digital purchase transaction receipt at the retail terminal.

(Currently amended) 6. A method of processing a purchase transaction on a retail terminal, comprising the steps of:

acquiring purchase transaction data [[by]] with a [[the]] retail terminal as a result of the purchase transaction performed on the retail terminal;

enabling a person at the retail terminal to select selecting via the retail terminal certain purchase transaction datum of the acquired purchase transaction data to generate a modified purchase transaction record;

formatting the modified purchase transaction record into a digital transaction receipt via the retail terminal; and

transmitting over a network that is coupled to the retail terminal the digital transaction receipt to a device associated with the [[party]] person using the retail terminal to select purchase transaction data for omission from the acquired purchase transaction data for the generation of the digital transaction receipt.

Claims 7 and 8 (Cancelled)

(Currently amended) 9. The method of claim 6 further comprising:

identifying the device to which the digital transaction receipt is transmitted

with data from the purchase transaction data that ~~corresponds to a consumer~~

~~who tendered payment~~ <u>is identified by the person</u> through the retail terminal

during the purchase transaction.

(Previously presented) 10. The method of claim 6, further comprising the step of:

generating a human readable hard copy of the digital transaction receipt

with the retail terminal.

Claim 11. (Withdrawn)

Claims 12 and 13 (Cancelled).

Claims 14-16 (Withdrawn).

Claims 17 and 18 (Cancelled).

Claims 19-20 (Withdrawn).